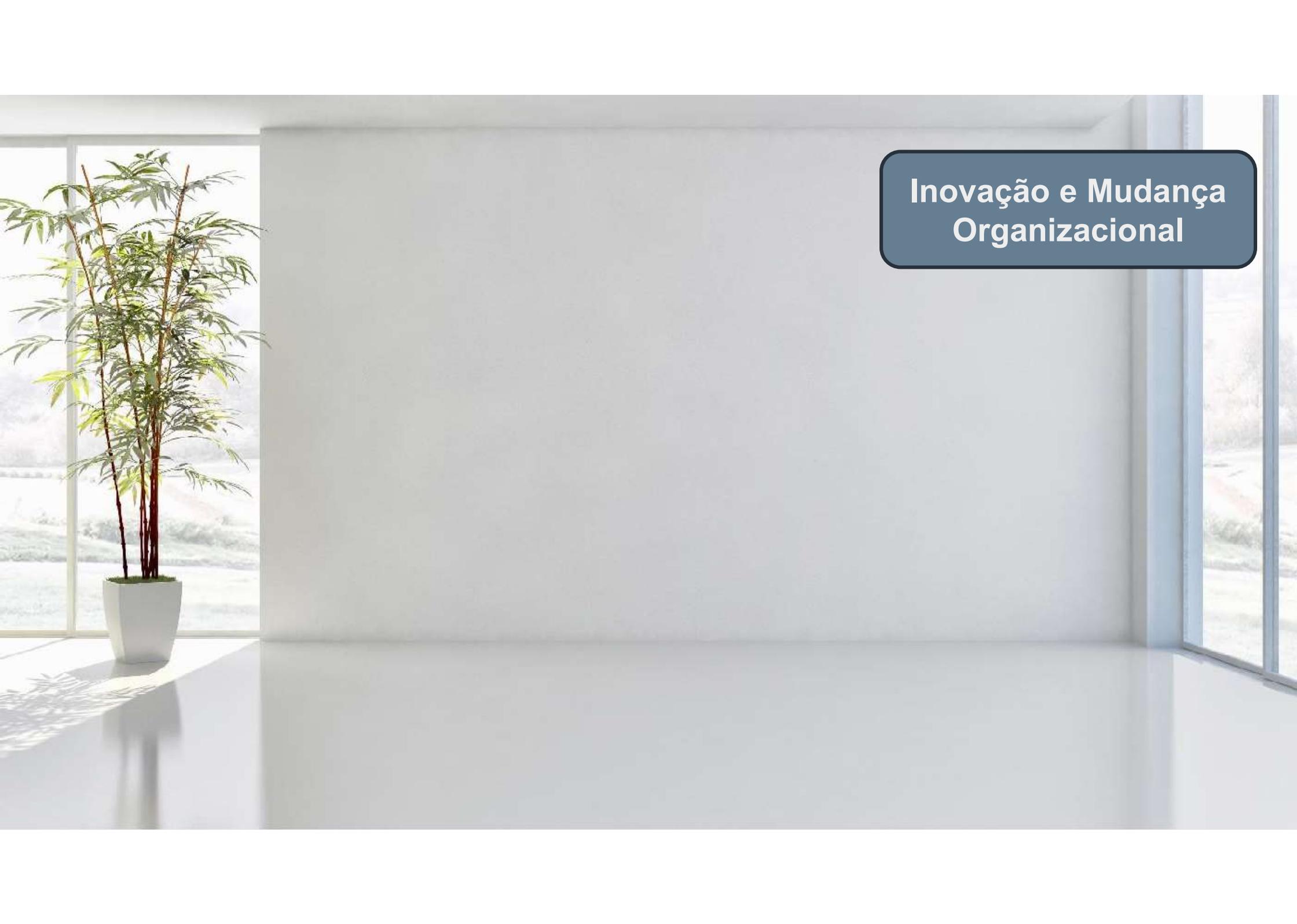
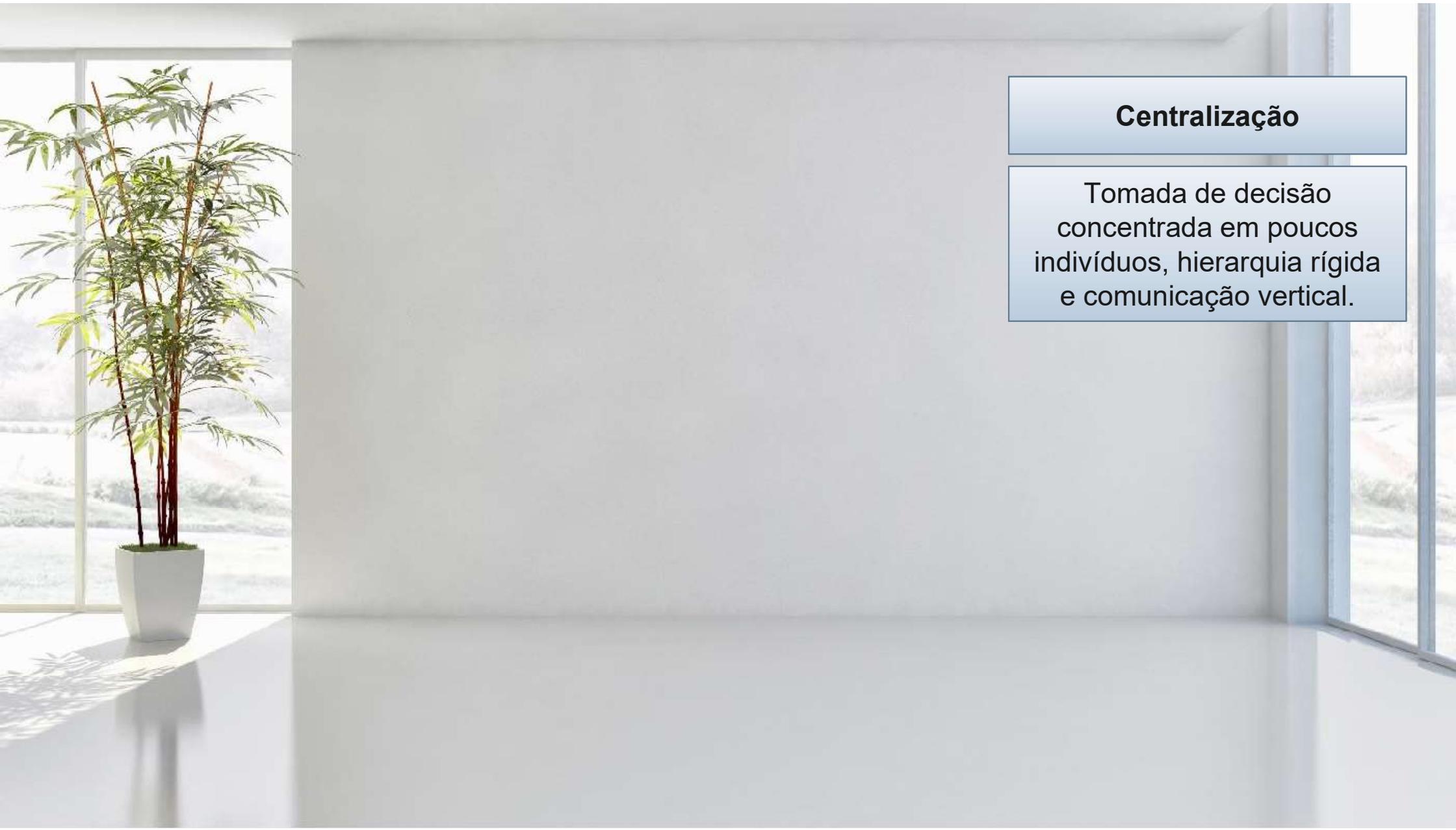


Empreendedorismo e Inovação

Profa Suzi Bueno de Almeida

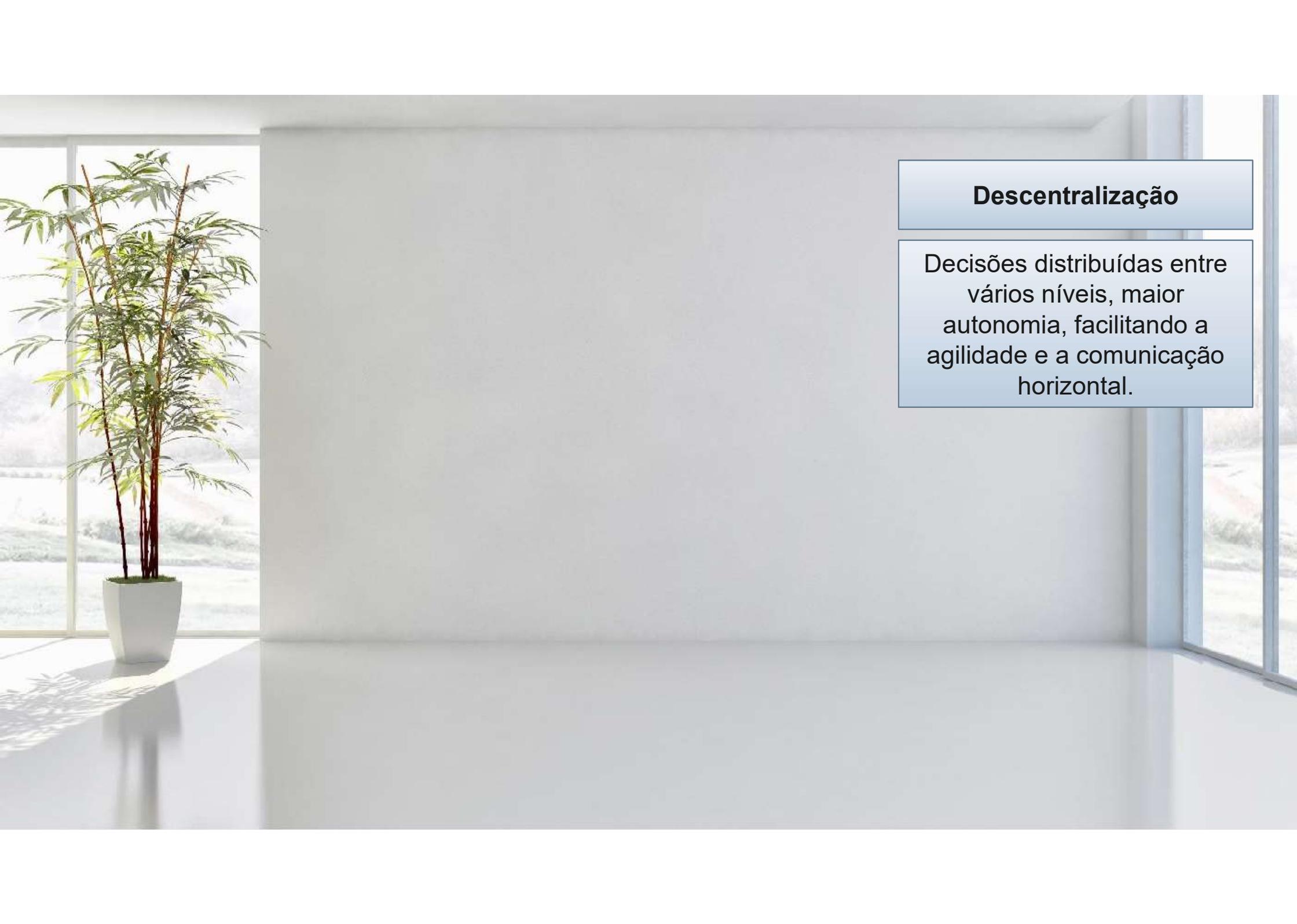
A modern, minimalist office interior with a large window on the left, a potted plant, and a dark blue rounded rectangle containing the text 'Inovação e Mudança Organizacional'. The room has white walls and a light-colored floor. The window shows a view of a landscape with greenery and a body of water. The potted plant is a tall, thin tree with green leaves in a white pot. The text is in white, bold, sans-serif font.

Inovação e Mudança Organizacional



Centralização

Tomada de decisão concentrada em poucos indivíduos, hierarquia rígida e comunicação vertical.



Descentralização

Decisões distribuídas entre vários níveis, maior autonomia, facilitando a agilidade e a comunicação horizontal.

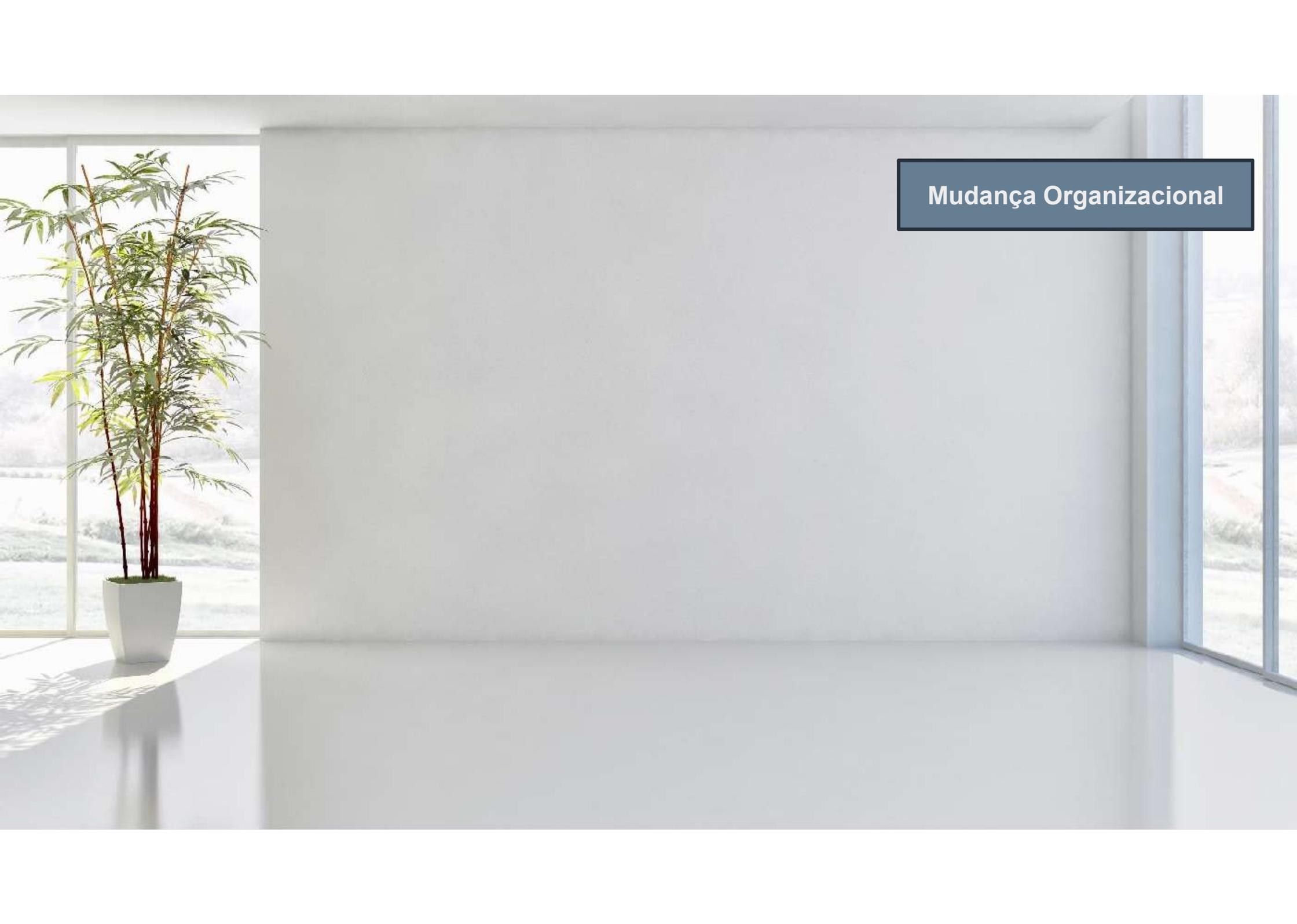


Inovação Organizacional

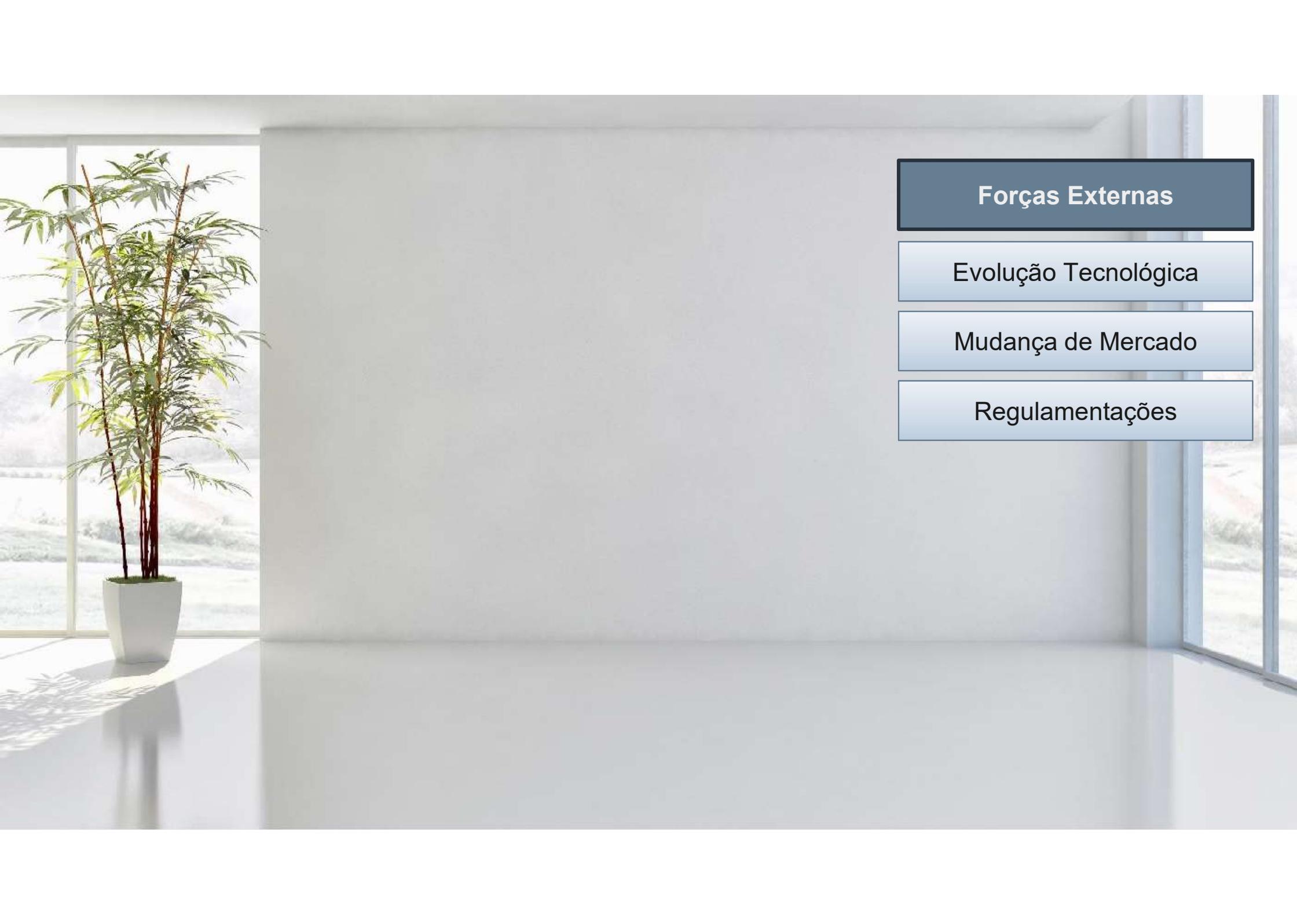
Tecnológica

Administrativa





Mudança Organizacional

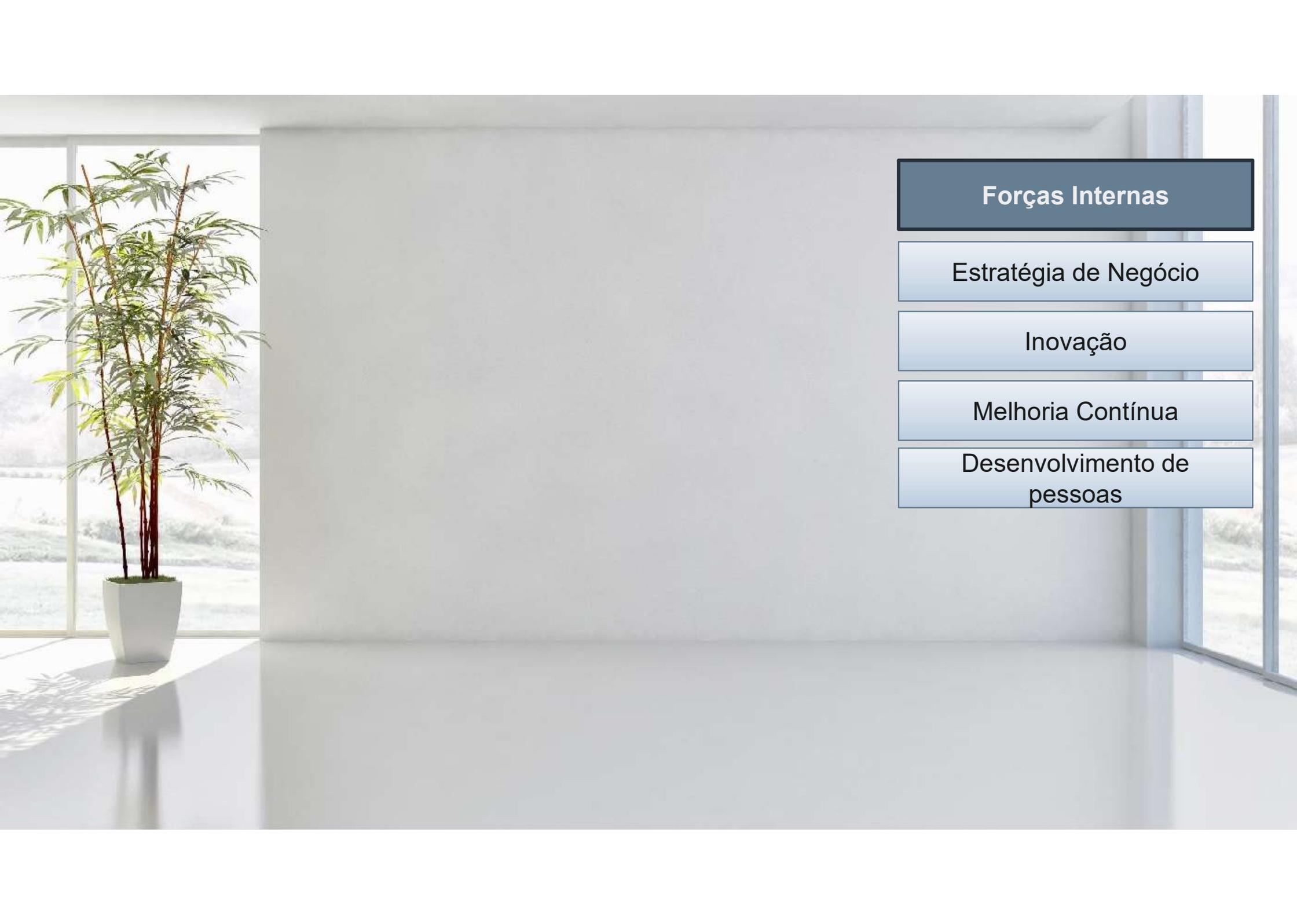
The image shows a bright, minimalist office space. On the left, a large window looks out onto a green landscape. A tall, thin potted plant with green leaves and brown stems sits on the floor near the window. The wall is a plain, light color. On the right side of the wall, there is a vertical stack of four rectangular boxes containing text. The top box is dark blue with white text, and the three boxes below it are light blue with black text. The floor is a light, reflective surface.

Forças Externas

Evolução Tecnológica

Mudança de Mercado

Regulamentações



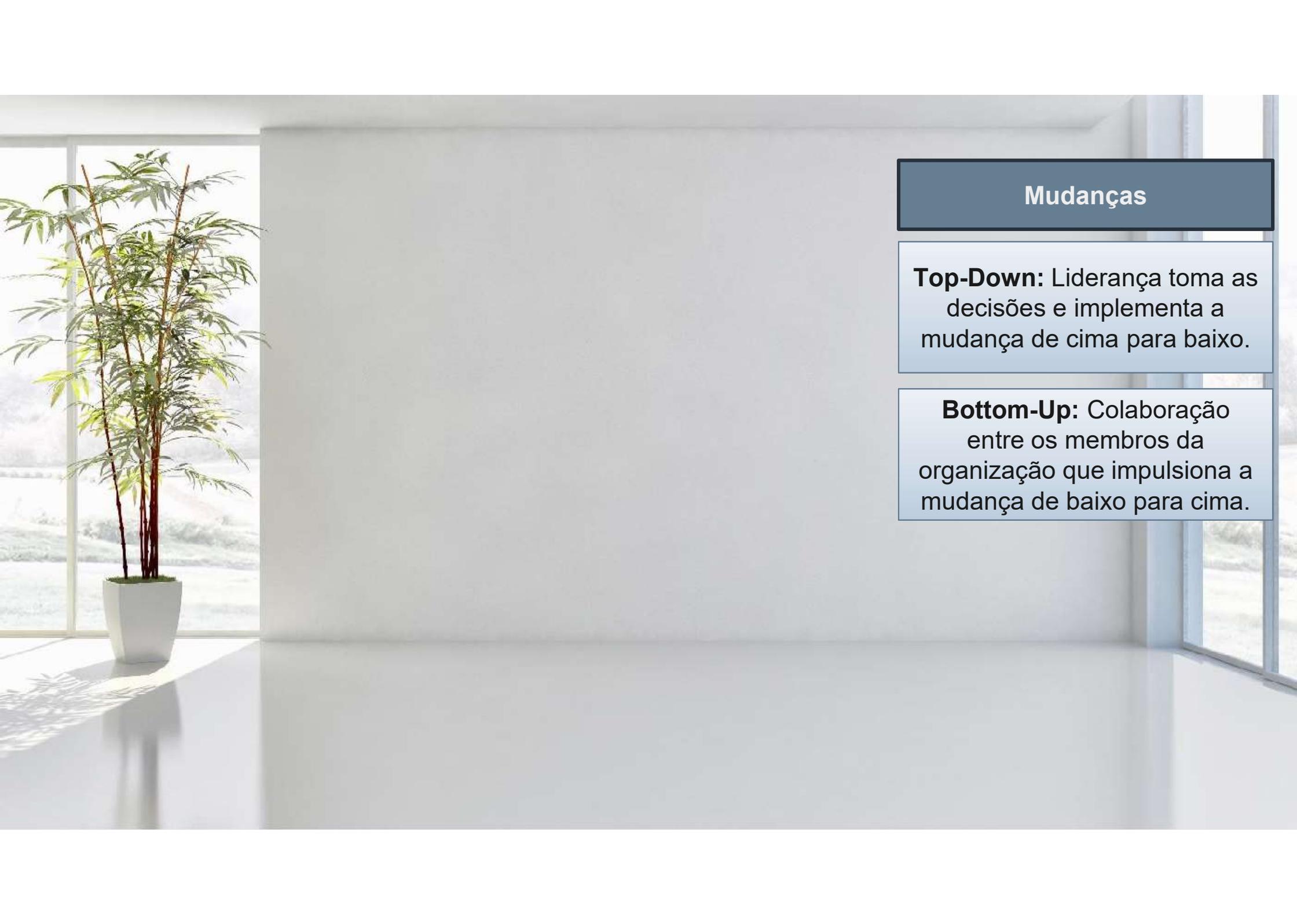
Forças Internas

Estratégia de Negócio

Inovação

Melhoria Contínua

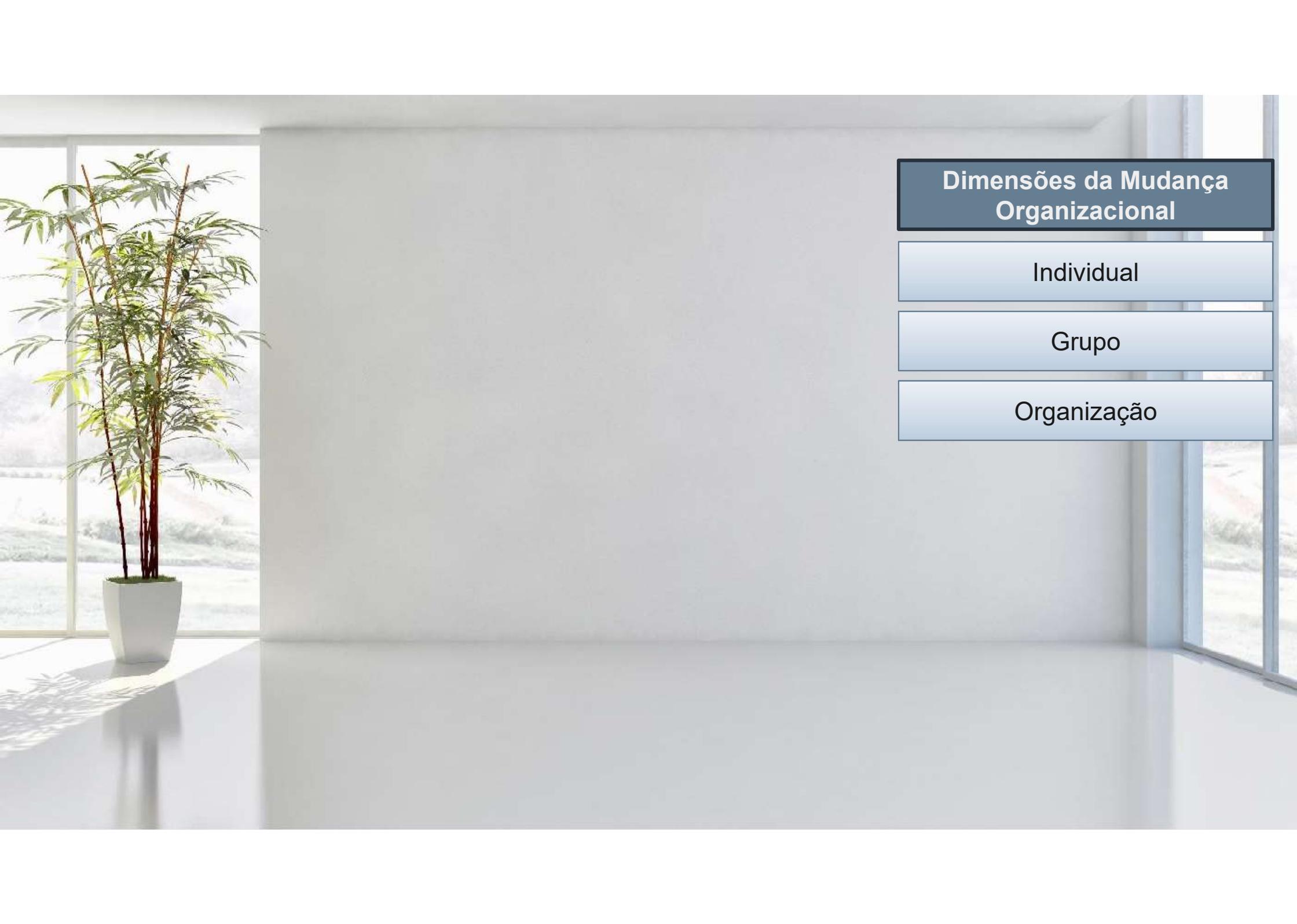
Desenvolvimento de
pessoas



Mudanças

Top-Down: Liderança toma as decisões e implementa a mudança de cima para baixo.

Bottom-Up: Colaboração entre os membros da organização que impulsiona a mudança de baixo para cima.

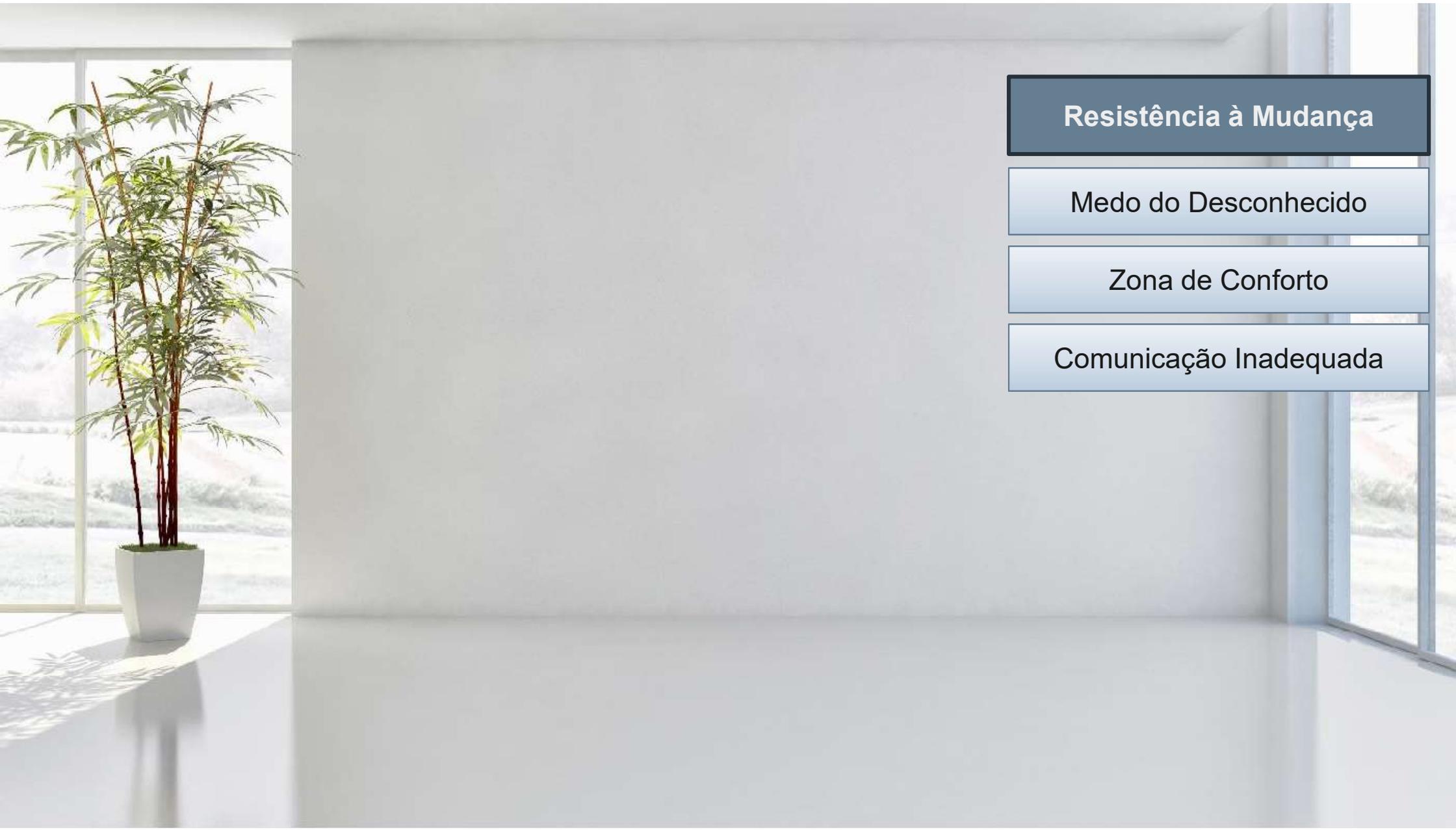


Dimensões da Mudança Organizacional

Individual

Grupo

Organização

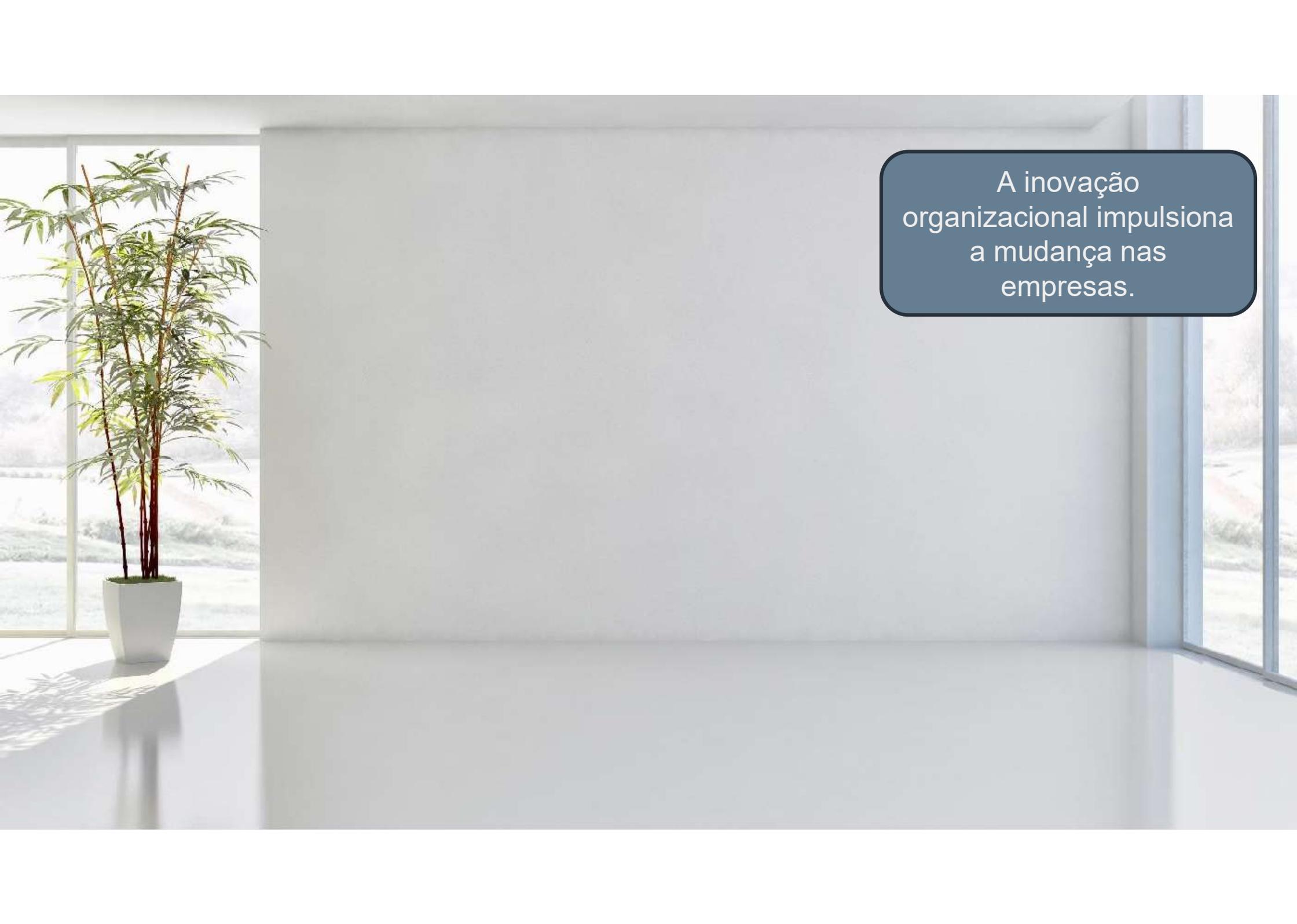


Resistência à Mudança

Medo do Desconhecido

Zona de Conforto

Comunicação Inadequada

A modern, minimalist office interior with a large window on the left, a potted plant, and a text box on the right. The room is bright and clean, with a white wall and a light-colored floor. The text box is dark blue with white text.

A inovação organizacional impulsiona a mudança nas empresas.